

Barron County Strategic Plan

2014-2019

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BARRON COUNTY
Wisconsin

Strategic Plan (2014-2019)

OUR MISSION

“To enhance life by providing services in a fiscally progressive manner through leadership, collaboration and innovation, that is responsive to all Barron County citizens.”

OUR VISION

“A sustainable, vibrant community.”

OUR VALUES

- Sustainable economic growth and stability through cooperation and integration of services
- A safe place to live and work
- Positive quality of life through transparency between government and citizens
- Diverse recreational opportunities
- Protection of our environmental assets
- Efficient and effective government through a qualified and well trained staff
- Affordable, adequate and accessible health care system
- Collaboration and understanding between departments
- Access to quality educational opportunities that meet the needs of future generations
- Availability of adequate housing
- Dedicated service to the residents of Barron County

OUR SLOGAN

“A great place to visit, a better place to live.”

| DIRECTIONAL STATEMENTS | | |
|---|--|--|
| <i>PROVIDE SERVICES THAT MEET THE NEEDS OF OUR STAKEHOLDERS (Barron County Residents)</i> | <i>REMAIN FISCALLY RESPONSIBLE THROUGH IMPLEMENTATION OF BALANCED SCORECARD PROGRAMMING</i> | <i>EXAMINE COST SAVING INITIATIVES AND PRIORITIZE PROGRAMS</i> |
| ACTIONS | | |
| <ul style="list-style-type: none"> • Conduct needs assessment to identify what services taxpayers require • Prioritize mandated and un-mandated services at minimum/maximum level • County board decide to fund/provide un-mandated services • Identify regional collaborations to share service delivery | <ul style="list-style-type: none"> • Address all issues from financial perspective as well as effect on mission statement • Conduct and publish needs assessment – more proof of “need” would help public perception of some services • Develop fair, equitable, and accurate measures of delivering quality service • Focus on programs that provide (and are proven to demonstrate) the best outcomes • Investigate all revenue sources with equitability – allocating resources based on greatest needs • Set a spending goal and prioritize spending to meet those goals, through efficiency assessments at all levels of operations | <ul style="list-style-type: none"> • Conduct cost/benefit analysis, that prioritize programs based on needs over wants • Determine proper funding that is necessary to meet organizational goals • Look to funding long term projects necessary to maintain services for the next 50 years and how best to fund them and current operations. • Use technology as efficiently as possible while also examining collaborative solutions • Examine impact of every staff cut on service delivery/departments, while being mindful of the levy limits/other constraints |
| DIRECTIONAL STATEMENTS | | |
| <i>CREATE AN ENVIRONMENT TO MAKE BARRON COUNTY A DESIREABLE PLACE TO WORK</i> | <i>BUILD UPON OUR OPPORTUNITIES</i> | |

ACTIONS

- Implement and follow a compensation philosophy that provide competitive wages & better benefits, while being open to pay for performance
- Create opportunities to retain young professionals and families
- Encourage County Board to thank employees & acknowledge good work/accomplishments, through group educational or team-building activities
- Create more opportunities for County Board members and the public to have face to face contact with county employees
- Improve leadership skills of County Board members through professional development
- Explore out-of-the-box-non-monetary rewards/benefits
- Monetary prize for employee of the month along with safety awards for all employees
- Educate ourselves on demographic trends and aging workforce
- Conduct analysis on the proper number of staff needed for each department, using training, cross-training and new technologies
- Long term planning & strategic planning to fund Parks, Forests, Recreation, Law Enforcement, Human and Health Services
- Support existing businesses, through innovative resources, while understanding the growth and needs of new businesses
- Coordinate tourism initiatives with local villages & cities to implement cooperative marketing efforts
- Support culture and the arts through innovative resources such as UW-Barron County
- Support and develop the growth of our schools and colleges through partnerships and technology
- Continuously provide good transportation and educational resources

DIRECTIONAL STATEMENTS

DEVELOP COLLABORATIONS WITHIN AND OUTSIDE BARRON COUNTY

INFORM THE PUBLIC OF COUNTY SERVICES AND THEIR IMPACTS

ACTIONS

- Conduct annual Department Head team building exercises along with discussing collaborative possibilities
- Explore Internal (Dept.'s) and External (non-profits) possible collaborations, to refine services and avoid replication/conflicts
- Creatively build collaboration with other departments, agencies (state or federal) that enable us to leverage more funds
- Create and distribute departmental fact sheets with impact statements/metrics (Balanced Scorecard Budgeting)
- Educate public on budget process/taxation using University resources
- Utilize County website to disseminate 'success stories'
- Continue to provide public informational updates via community television

